

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 11676 311547Z

61

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UNCLAS CAIRO 11676

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TAGS: BTRA, EG
SUBJ: BUSINESS VISITOR

1. HASSAN EL-ABD, PRESIDENT ARAB BUSINESS DEVELOPMENT CO AND FORMER EGYPTIAN COMMERCIAL ATTACHE IN US, ARRIVING WASHINGTON SEPT 4. EL-ABD SEEKING PAID ADVERTISEMENTS AND STATEMENT FROM MAJOR US FIRMS DOING BUSINESS IN MIDDLE EAST FOR PUBLICATION IN SPECIAL MAGAZINE-STYLE EDITION OF EGYPTIAN WEEKLY AKHBAR AL YOM. SPECIAL EDITION IS INTENDED TO PROMOTE US-ARAB BUSINESS RELATIONS IN GENERAL AND TO FOCUS ON US PRODUCTS AND SERVICES OF INTEREST IN ARAB WORLD. AIM IS TO HAVE IT APPEAR IN DEC AS PART OF EGYPT'S RECOGNITION OF US BICENTENNIAL YEAR.

2. EL-ABD SUCCESSFULLY BROUGHT OUT SIMILAR PUBLICATION IN 1966 AT TIME WHEN BUSINESS CLIMATE IN MIDDLE EAST MUCH LESS FAVORABLE FOR US FIRMS. PRESENT PUBLICATION MAY PROVIDE ADVERTISING OPPORTUNITY WHICH US FIRMS WOULD WELCOME. AKHBAR AL YOM IS LARGEST CIRCULATION EGYPTIAN PAPER AND IS ALSO WIDELY DISTRIBUTED IN OTHER ARAB COUNTRIES.

3. EL-ABD PLANNING CALL ON HALDANE AT CAGNE AND POST HAS SUGGESTED HE MAY WISH TOUCH BASE WITH SUITABLE US-ARAB BUSINESS GROUPS, AGRIBUSINESS COUNCIL, AND US-EGYPTIAN JOINT BUSINESS COUNCIL (JOHN BREWER). REQUEST DOC EXTEND APPROPRIATE COURTESIES, ADVISE ON OTHER CONTACTS, AND ASSIST IN MAKING APPOINTMENTS.

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4. FOR DEPT. PLEASE ALERT BREWER TO EL-ABD'S LIKELY CALL.

EILTS

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